

### **AMENDMENT TO CLAIMS**

1. (previously presented) A display insert for a tire, said display insert comprising:  
a front panel section having at least one edge;  
a back panel section connected to said front panel section, said back panel section comprising a plurality of tabs each having at least one edge, wherein the edges of at least two of said tabs are aligned with the edge of said front panel; and  
wherein said tabs are capable of engaging the tire to hold said front panel in a predetermined position substantially covering an opening of the tire.
2. (original) The display insert of claim 1, wherein said front panel section is circular.
3. (original) The display insert of claim 1, wherein said front panel section and back panel section comprise a corrugated material.
4. (original) The display insert of claim 3, wherein said corrugated material includes at least one flute and one liner.
5. (previously presented) The display insert of claim 4, wherein a length of said flute for said front panel section is nonparallel to a length of said flute for said back panel section.
6. (original) The display insert of claim 5, wherein the length of said flute for said front panel section is perpendicular to the length of said flute of said back panel section.

7. (original) The display insert of claim 1, wherein said back panel section comprises four tabs.

8. (cancelled).

9. (original) The display insert of claim 1, wherein said front panel section comprises a pocket attached to said front panel section.

10. (currently amended) The display insert of claim 9, wherein said pocket is attachable to said front panel section in an assembled state or attached to said back panel section in an unassembled state.

11. (cancelled)

12. (previously presented) The display insert of claim 21, wherein the length of said flute of said first corrugated material is perpendicular to the length of said flute of said second corrugated material.

13. (cancelled)

14. (previously amended) The display insert of claim 20, wherein said tabs comprise edges, the edges two of said tabs are aligned with an edge of said front panel between said two tabs.

15. (previously presented) The display insert of claim 21, wherein said second corrugated material comprises a second liner connected to said flute opposite said liner.

16. (original) The display insert of claim 15, wherein said liner and second liner are formed from a material having identical thickness.

17. (previously presented) The display insert of claim 21, wherein said first corrugated material comprises one flute, one liner connected to said flute, and one lithographic layer connected to said flute opposite said liner.

18. (cancelled).

19. (previously presented) The display insert of claim 1, wherein the back panel is insertable in a tire.

20. (currently amended) A display insert for a tire comprising:

a front panel having an edge;

a back panel connected to said front panel, said back panel having a plurality of flexible tabs, each having at least one edge, wherein the edges of at least two of said tabs are aligned with the edge of said front panel; and

wherein said tabs are capable of being inserted into the tire to provide a biasing force to said tire ~~and are not required to be pivoted to a non-flexible position within the tire to hold said front panel in a predetermined position.~~

21. (previously presented) The display insert of claim 20, wherein the front panel comprises a first corrugated material, the back panel comprises a second corrugated material, and said first corrugated material and second corrugated material comprises at least one flute and at least one liner connected to said flute, wherein the length of said flute of said first corrugated material is nonparallel to the length of said flute of said second corrugated material.

22. (previously presented) A display insert for a tire comprising:

a front panel having an edge;

a back panel connected to said front panel, said back panel having a plurality of flexible tabs, each having at least one edge, wherein the edges of at least two of said tabs are aligned with the edge of said front panel; and

wherein said back panel does not require an interlocking structure to secure said back panel within the tire.

23. (previously presented) The display insert of claim 22, wherein said front panel is made of a first material and said back panel is made of a second material.

24. (previously presented) The display insert of claim 23, wherein the first material is selected from the group consisting of styrene, polystyrene, solid bleached sulfate, plastic, foam core, and paper board and the second material is selected from the group consisting of styrene, polystyrene, solid bleached sulfate, plastic, foam core, and paper board.